



SHANAHAN LAW GROUP, PLLC

TOUGH • SMART • PROVEN

July 15, 2019

Via Certified Mail, First Class Mail, and Email

Ms. Chelsea Bartel
[REDACTED]

Durham, NC 27703-7148

[REDACTED]
Cary, NC 27511

Re: Cease and Desist Demand & Preservation Notice

Dear Ms. Bartel:

This letter is to advise that Shanahan Law Group, PLLC ("SLG") represents Imagination Station, Inc. ("Istation"). As you are no doubt aware, Istation has been awarded the contract arising from the North Carolina Department of Public Instruction's ("NCDPI") Read to Achieve RFP ("Contract"). Please direct all communication regarding this matter to me here at SLG; if you are represented by legal counsel, please direct this correspondence accordingly.

We have become aware that you have been making demonstrably false, misleading, and defamatory public statements about Istation, its agents, its products, and the process by which Istation was awarded the Contract by NCDPI. You were not involved in any part of the process by which this Contract was awarded, and NCDPI is just now beginning to release documents pertinent to the process. NCDPI has indicated that further documents will be released. Thus, your public statements are based on nothing more than unverifiable speculation and unsubstantiated statements by a former DPI employee who was not involved with the entire RFP process. Nevertheless, you have represented speculative, false, misleading, and defamatory information with respect to our client as fact in public media and other forums. Among other things, your conduct amounts to defamation and tortious interference with the Contract that Istation was legally and appropriately awarded by NCDPI. Accordingly, we hereby DEMAND that you immediately cease making false and misleading representations about Istation, its products, or the process by which this Contract came into existence, whether in public or private, and retract your false statements.

Preservation Notice

As my client considers its legal options with respect to your conduct, please be advised that we believe that you are or may be in possession of documents, tangible items, and electronically stored information that will become an important and irreplaceable source of discovery and evidence. By this letter, you are hereby given notice not to destroy, conceal, or otherwise alter any

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papers, audio or video recordings, digital or electronic files, or data generated or stored on a computer or other storage media (e.g. hard disks or drives, floppy disks, CDs, DVDs, backup tapes, flash drives, PDAs, smart phones, tablet devices, laptops or netbooks, PCs, servers, or backup media) from January 1, 2018 to the present that in any way relate to Istation, its products, or the process by which this Contract came into existence. Please note that this notice includes e-mails, chat logs, instant messages, text messages, voice mails, and social media posts, messages or writings of every kind. Failure to comply with this notice may result in severe sanctions being imposed by a court for spoliation of actual or potential evidence.

Accordingly, you must make every reasonable effort to preserve all documents and information related in any way to the categories of items listed above. These efforts include, but are not limited to, an obligation to discontinue all relevant data destruction, backup tape recycling, and auto-deletion or auto-preservation policies. This obligation also includes, but is not limited to, preservation of all documents, tangible items, and electronically stored information on business and personal computers or storage media.

If you have any questions regarding this correspondence, please do not hesitate to contact me, or have your attorney contact me. Nothing in this correspondence is intended to prejudice any and all rights and remedies available to Istation under applicable law. All such rights and remedies are specifically reserved.

Sincerely,

SHANAHAN LAW GROUP, PLLC

A handwritten signature in black ink that reads "Kieran Shanahan". The signature is written in a cursive, flowing style.

Kieran J. Shanahan

cc: Client